Virginia Slims Title Sponsorship Requirements for a Country Music Tour

Signage
Stage Signage

Signage at other locations throughout the venue

Tickets
200 tickets (1/2 of which must be prime seating on the main floor)

Tickets can be used however Virginia Slims chooses

"Virginia Slims Presents" on all tickets

Advertising
Use of tour name including artists' names on all local and national print advertising placed by Virginia Slims

Use of Virginia Slims name on advertising placed by promoters (within legal limitations)

Use of Artists' names on (with artist approval):
Special edition t-shirt or other merchandise produced by Virginia Slims

Direct mail offers

"Meet and Greet" prior or after concert of no less than 15 minutes

Right to create sweepstakes or other promotions surrounding tour events

Artists' CDs to be used with a retail tie-in

Right to do name generation and place kiosks at all venues

Approval of co-sponsor or subsponsors of tour

Public Relations:

Artists to do press conference announcing tour sponsorship
At least one phoner in each market
Selected media days

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Source: https://www.industrydocuments.ucsf.edu/docs/rxym0004